



**GhostNotes - Volume 2, 6th Edition
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GhostNet, Inc. answers the question, "What is WIKI?"

From [Wikipedia](#), the free encyclopedia.

A **Wiki** or **wiki** (pronounced *wīkē*, *wēkē* or *vēkē*) is a website, or other hypertext document collection, that allows users to add content, as on an Internet forum; but also allows other authorized users to edit the content. "Wiki" also refers to the collaborative software used to create such a website. *Wiki wiki* comes from the Hawaiian term for "quick" or "super-fast".



Wiki is a feature set that is enabled in our **GeneratioNexxt** web software package. It brings the future of web technologies to the fingertips of anyone who chooses our product. It can be used to connect your staff; to create synergy and enthusiasm in your Internet marketing ventures. No longer just a website, myriad in stagnant and old data that lingers long past its time, but a vibrant, evolving inter- and intra- net information center. Should your Internet marketing campaign go stale because it becomes increasingly difficult to update your site or reach your webmaster? No... and **GhostNet's GeneratioNexxt** can keep you **up-to-the-minute!**

Give us a call and let us show you what it is like to REALLY get connected!

Insights

High-Speed Benefits

By Shane Brooks



If you've thought about crossing over into the world of lightning fast Internet connections maybe you've dreamed your computer could be more than a word processor, email, and research tool. Have you considered using your computer to automate your daily schedule? What about its entertainment value? A computer in today's world should be able to do more than the computers of the 90's. And with a little guidance you can be well on your way to using your computer to simplify and enhance just about all of your daily expenses.

The sky is the limit with your broadband connection. Have you ever spent more than 25\$ a month on long distance? Do you rent more than 3 movies a month? How much time do you spend mailing bills in each month, and what does the postage cost you? Do you want to be able to send instantly a picture of your family you just took to your mom, brother, aunts, everyone all at once? Each day it seems a new reason to make the switch becomes more and more evident. No matter if it's making long distance calls online, using VoIP (voice over internet protocol) for free, or paying all your bills in 10 minutes. Or renting movies and streaming them from your computer to your home TV in another room. It's a lot easier to accomplish everything online when it's delivered to you lightning fast. You can access your home computer from work, and your work computer from home! If you've ever had to go back to the office to print something, reply to an email, or access files on your computer with the right high speed technology in place you could save countless trips to your office. It opens up possibilities for expansion and integration into your daily life that will save you time, money, and grey hair.

The truth is there are both pros and cons to your high-speed Internet world. So let's go on with the bad taste that a high-speed Internet connection can leave you with. First and foremost, if you're on a high-speed "always on" type of connection, you must be protected from viruses with an anti-virus program. In addition either a hardware or software firewall to prevent unauthorized access to your computer from the internet, as your time to live on the Internet with no protection has been tested and found that in less than 5 minutes an attempt to "hack" will be made. Both antivirus and firewalls are very inexpensive and require minimal maintenance if deployed correctly, and can really save expensive repair bills down the road.

So stay protected online to begin with and broadband will have you feeling like an online superstar. And as always, use Lavasoft's Ad-Aware to rid your computer of spyware, AVG free antivirus utility, and regular Windows updates to keep your computer running smoothly. The Internet is a great way to streamline your daily tasks, and is there for you to take advantage of. It's projected that in two years 70% of computer users will be on "always on" type connections, and that out of that 70% only 30% will be properly protected. Please stay safe online, keep your kids safe. And enjoy the world that the computer can bring into your home.

Kel's Point of View

You Can Never Give Your Customer Too Much Care

When meeting with your clients, there are several things to keep in mind:

Listen, listen, listen

If you are not listening, you are not truly hearing what your customer is



asking for or discerning his needs.

Ask, don't tell

Ask questions about your customer's goals and desires. Don't tell your customer about the products you want him to buy. Instead, ask questions so that you can recommend the right solutions to fill his needs.

Never assume

We assume our customers understand either all or nothing at all about our products. We assume our customers know that we understand their needs, and we assume that everything is fine__ so we don't ask. Assuming always has and always will ... come back to bite you.

Keep your promises

I believe in always going the extra mile. However, I am a realist, too. I am careful not to promise more than what is humanly possible for me or my staff to deliver. On the other hand, I make it a personal commitment to always come through on what is promised. If you tell a client you are going to get back to him today, then get back to him today. If you say you will call on Monday, call on Monday. These small, kept promises build credibility with your customers and lead to complete satisfaction and loyalty.

The customer is your key to success

There is only one true reason we get up every day and unlock our doors. It is our customers. Their needs and wants should always come first. The greatest time to show your customer how important he is to you and your business is during a crisis. Designate one person in your company to handle client complaints. Ensuring a smooth, worry-free process builds more customer loyalty than any marketing program ever could.

Your customers are a valuable commodity and should be treated as such. Every day your customer is being solicited by another competitor. Putting the systems in place to ensure your customers are satisfied is the key step you need to take to keep them loyal to your business.

Remember that you can never help your customer too much. Make it your goal and a top priority this year to reconnect with each of your customers to reestablish and deepen your relationship—always remembering that the customer is the key.

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New Client Announcement!

GhostNet welcomes our newest Web Design/Hosting/Networking Clients:

- Eagle Valley, Inc. - Network Support
- Talking Rock Arena - Web Development
- Ready Power, Inc. - Web Hosting
- Duane Jones Photography - Desktop Support
- CatchaCruise - Web Hosting

- Outdooradventures - Web Hosting
- Shopinalpharetta - Web Hosting
- United Blower, Inc. - Web Development
- Pickens Community Food Pantry - Desktop/Application Support

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